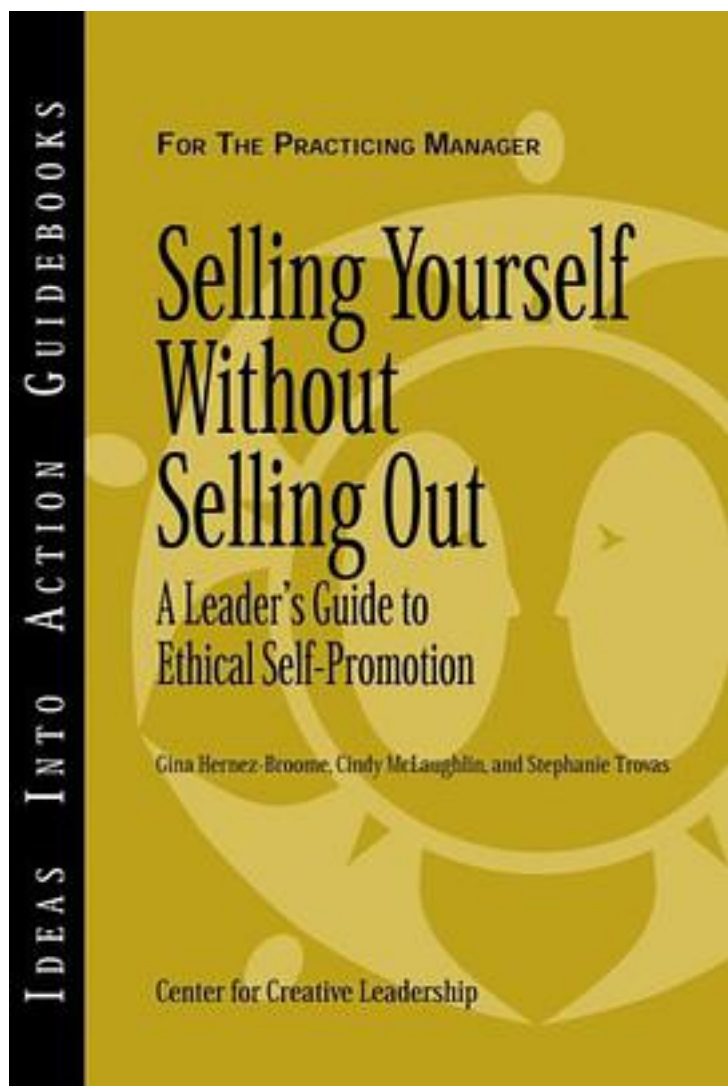


# Selling Yourself without Selling Out



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出版者:

出版时间:2007-3

装帧:

isbn:9781882197958

High-performing individuals and groups are often not adequately recognized for their contributions. The antidote to being overlooked or underestimated is self-promotion—the act of generating personal visibility in service of your work and career. In this guidebook, we discuss how you can benefit from self-promotion and maintain your integrity and authenticity. We help you reframe common beliefs that get in the way of effective self-promotion, and we provide numerous strategies and activities that can become part of your repertoire.

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